

ORDER

Orders
Order / Rev: 172488
Alt Order #:
Product Desc: Wisconsin Gaming
Estimate: Wisconsin Gaming Enough Already
Flight Dates: 12/26/12 - 12/30/12
Original Date / Rev: 11/26/12 / 11/26/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Jim Held
Sales Office: MILW
Sales Region: LOC

Agency
Name: Nonbox/Eisner
Buying Contact: Carmen McKinley
Billing Contact:
 5307 S. 92nd Street
 Hales Corners, WI 53130

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Wisconsin Gaming
Demographic: HH
Product Codes: PL Issue
Priority: POL
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/26/12	12/30/12	6	\$3,450.00	\$2,932.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
December 2012	6	\$3,450.00	\$2,932.50	0.00
Totals	6	\$3,450.00	\$2,932.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Held			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	15%	\$3,450.00
Market	100%	\$23,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$6,900.00
WITI	30%	\$6,900.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$5,750.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	WDJT	12/28/12	12/28/12	M-F 5pm News M-F 5pm News	CM	5p-530p	----1--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00												
N 2	WDJT	12/27/12	12/28/12	M-F Late News M-F Late News	CM	10p-1035p	---11--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00												
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 12/24/12</td><td>12/30/12</td><td>---11--</td><td>2</td><td>\$700.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 12/24/12	12/30/12	---11--	2	\$700.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 12/24/12	12/30/12	---11--	2	\$700.00	0.00																						
N 3	WDJT	12/29/12	12/29/12	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00												

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WDJT	12/29/12	12/29/12	Sat Late News Sat Late News	CM	10p-1035p-----1-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 12/24/12	12/30/12	-----1-				1	\$700.00		0.00			
N 4	WDJT	12/30/12	12/30/12	Sun Late News Sun Late News	CM	10p-1035p-----1	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 12/24/12	12/30/12	-----1				1	\$700.00		0.00			
N 5	WDJT	12/30/12	12/30/12	Sun 530pm News Sun 530pm News	CM	530p-6p-----1	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 12/24/12	12/30/12	-----1				1	\$300.00		0.00			
Totals													6	\$3,450.00